



Kansas Tobacco Quitline

Stand Alone Web Program - Web Coach





Available Services

Quitline (via phone)

Integrated Web Coach

COMING SOON: Stand Alone Web

Treatment Approach

Key Components of the Program



Quit Coach[®]



Web Coach[®]



Medication



Quit Guide

The 4 Essential Practices to Quit For Life



**Quit at Your
Own Pace**



**Conquer Your
Urges to Smoke**



**Use Medications
So They Really
Work**



**Don't Just Quit,
Become a
Nonsmoker**

Key Updates

- Complete replacement of Web Coach 1.0
- Represents a theoretical shift from Stages of Change to Social Cognitive Theory
- Informed by user testing and market analysis
- Intended to provide superior user experience, greater clinical outcomes and more metrics to client
- Projected to launch in late July


Key Features

- Personalized Home Page
- Interactive Quitting Plan
- Medication Decision Support & Fulfillment Tool
- Practices Microsite
- Progress Page
- Community Support
- Quit Coach Email / Live Chat

PARTICIPANT EXPERIENCE

A ere Web Coach

Registration




- Demographics collected
- Eligibility verified
- Login email
- First time login/ account set-up

Program overview:

- Description of the programs offered
- Readiness Quiz
- Latest News

Before Quitting



- Set Quit Date
- Develop Quitting Plan
- Decision support for medication
- Content exploration
- Track progress

DMO Medication:

- Mailed direct to home
- MD letter and prescription recommendation letter sent to participant

After Quitting



- Motivational content reconnect
- Track quit duration
- Get instant help with urges
- Track money saved and health benefits of quitting

Quitting Support:

- Find support in forums
- Email/Chat with Coach

Home Page (Pre-Quit)

The screenshot shows the 'Quit For Life' Program home page. At the top, there's a navigation bar with links: Home, Quitting Plan, Practices, Progress, and Community. A user is logged in as 'MasterP'. A banner at the top right says 'Your Coach added "E-Lesson: Urge Management" to your Quitting Plan!'. Below this, there's a 'Mini Quits' section with a video thumbnail and text: 'Delaying your cigarettes with Mini Quits can help you to learn how to manage your Urges and make your quit more successful'. To the right is a 'Your Quitting Plan' widget showing a 'Quit Date' of 'March 5th, 2010' and a progress bar. Below the banner is a 'Recommended Content' section with three articles: 'Office Stress', 'How to say "no" at bars', and 'Your Referral Program'. To the right of this is a 'Your Progress' widget showing 'Total money I have spent on tobacco: \$21.00' and a 'How many cigarettes have you smoked today?' input field. Below the recommended content is a 'My Community' section with three posts from 'MasterP'. To the right of this is a 'Share your Success!' section with a post from 'Jesse Warwick' and a 'View Details' link. At the bottom right is a 'Your Coaching Calls' widget showing 'Calls Taken: 3', 'Calls Missed: 1', 'Calls Remaining: 2', and 'Inbound calls: Unlimited'.

Customizable for client branding

Interchangeable banner to keep home page fresh and relevant

Quitting Plan widget shows Quit Date and snapshot of progress with links to edit Plan

Client-specific health resources to refer participants to

Featured content recommendations from the Practices Microsite

Live feed of other participants and recent discussion threads to encourage social support

Home Page (Post-Quit)

The screenshot displays the Alere QuitForLife Program Home Page for a user named Jesse. The page features a navigation bar with links to Home, Quitting Plan, Practices, Progress, and Community. A welcome message and a 'Log Off' link are also present. A notification banner indicates that the user's Quarterly Survey is due today. The main content area includes a large article titled 'Handling Urges' with a 'Start Tracking Urges' button. Below this, there are sections for 'Recommended For You' (Office Stress, How to say "no" at bars), 'Additional Resources' (Your Referral Program), and 'Your Community' (posts about quitting progress). On the right side, there are three widgets: 'Your Quitting Plan' showing a 3:12:15 timer, 'Your Progress' showing 8 hours of free time, and 'Your Coaching Calls' showing 3 calls taken, 1 missed, 2 remaining, and unlimited inbound calls. A 'Help I started tobacco again' button is also visible.

Home Quitting Plan Practices Progress Community Your Profile Log Off

Welcome, Jesse (100%)

Your Quarterly Survey is due today. Complete it [here](#)

Help I started tobacco again

Handling Urges

Using the Urge tracker can give you new insight into the intensity, trigger, and solution to your urges.

[Start Tracking Urges](#)

Recommended For You

Office Stress
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et
[View all E-Lessons](#)

How to say "no" at bars
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et
[View all Articles](#)

Additional Resources

Your Referral Program
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et
[Learn More about Referrals](#)

Your Community

3 Days until my Quit Date. I might just stop smoking now!
Last post: Today at 12:27:57 AM by MasterP

I just did my first Mini-Quit! I learned so much!
Last post: Today at 12:27:57 AM by MasterP

The best advice my coach gave me...
Last post: Yesterday at 10:38:16 PM by MasterP

[More From Community](#)

Success Stories

Jesse Warwick
"I can breathe better, I can exercise without getting out of breath and I just feel better all around."
[Read More](#)

[Want to tell others about your success? Send us your story](#)

[Join the Mind & Body Facebook Community. Become a fan](#)

Your Quitting Plan

You've been quit for :

3 : 12 : 15
Days Hours Minutes

[Share Time Quit on Facebook](#)

Your Progress

View: [Money](#) | [Breaths](#) | [Free-Time](#)

Free-Time: 8 hours

[Share Free-Time on Facebook](#)

How strongly have you felt the need to use tobacco today?

[Submit](#)

Your Coaching Calls

Talk with a Coach today by phone
[Call Me Now](#)

Chat with a coach now
[Coach Currently Offline](#)

Calls Taken	3
Calls Missed	1
Calls Remaining	2
Inbound calls	Unlimited

[View Details](#)


Quitting Plan widget shows time since quit date and a link to edit plan / relapse button

Progress trackers change to track urges after quitting, and to provide encouraging statistic to keep participants motivated

Call tracker shows participants calls they have taken, missed, and have remaining. Click to Call feature encourages inbound support as needed.

Quitting Plan

Participants build their Quitting Plan one key behavior at a time, getting help if they need it.

 I will quit using tobacco on March 5th, 2010.

 I Quit Smoking!

My Quitting Plan

Set a Quit Date

Pick a Medication

Conquer Your Urges

Control Your Environment

Get Social Support

[View my whole Plan »](#)

Quit Date

If you already know what date you want to quit on, go ahead and pick the best Quit Date. Should you want some guidance on how to pick the best Quit Date, or want to coordinate your date with your medications, or want to know how much time you will need to prepare, we can help you decide the best chance of success.

- ☐ I am ready to set my Quit Date.
- ☐ I want some guidance on how to pick the best Quit Date.

[Next](#)

Participants can bypass the challenges and move quickly through the Quitting Plan if desired.

*Design comps are not final

American Cancer Society QuitForLife® Program

Home Quitting Plan Practices Progress Community

 I will quit using tobacco on March 5th, 2010.

 I Quit Smoking!

My Quitting Plan

Set a Quit Date

Pick a Medication

Conquer Your Urges

Control Your Environment

Get Social Support

[View my whole Plan »](#)

Quit Date

To help you pick the best Quit Date, we need to know a little bit more about you. Select one or more of the statements below that apply to you, then click Next.

- ☐ I am not ready to pick a Quit Date
- ☐ I am ready to pick a Quit Date, but don't know what day to pick
- ☐ I don't know why I should pick a Quit Date
- ☐ When I pick a Quit Date, I get nervous when the day gets near
- ☐ I am not going to pick a date, I will just quit when I am ready
- ☐ None of these apply to me and I still need help.

[back](#)

[Next](#)

[cancel](#)

Quitting Plan

Welcome, Jesse (10)

Need Help? Call or Chat a coach

Home Quitting Plan Practices Progress Community My Profile Log Off

I will quit using tobacco on March 5th, 2010. I Quit Smoking!

My Quitting Plan [Print](#) [Email](#)

Set a Quit Date

Pick a Medication

Conquer Your Urges

Control Your Environment

Get Social Support

[View my whole Plan »](#)

Quit Date

Based on the statements you selected, we've compiled a list of recommended activities for you to complete. Take some time to work through these activities and when you feel like you're ready to set a Quit Date, come back to this section of your Quitting Plan and click "I'm Ready to Set a Quit Date".

▼ We Recommend: [I need more recommendations](#)

- Read "5 Keys to Successful Quitting" article
- Complete "How & Why to pick a Quit Date" E-Lesson
- Contact a Quit Coach if you still need help

[I'm Ready to Set a Quit Date](#)



Participants receive recommendations for learning resources and “to-do’s” to help overcome challenges and successfully complete each behavior.

Welcome, Jesse (10)

Need Help? Call or Chat a coach

Home Quitting Plan Practices Progress Community My Profile Log Off

I will quit using tobacco on March 5, 2010. I Quit Smoking!

My Quitting Plan [Print](#) [Email](#)

Set a Quit Date

Pick a Medication

Conquer Your Urges

Control Your Environment

Get Social Support

[View my whole Plan »](#)

I will quit Smoking on March 5th, 2010.
[Edit Quit Date](#)

I will use Chantix to help me quit smoking.
[Edit Medication](#)

I will chew straws when I am on the telephone.
I will suck on hard candy at work.
I will take my dog for a walk in the morning.
I will watch TV in a different room.
[Edit Coping Skills](#)

I will drink my coffee / tea in a different room.
I will put dried flowers in my car's astray.
I will throw away all lighters and ashtrays in my house.
I will not walk by the smoking door on my way to work.
I will have my husband smoke outside.
[Edit Environment](#)

I will call Mom for support.
I will call Uncle Richard for support.
I will use the Quit For Life Community for support.
[Edit Support](#)

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Practices Microsite

QuitForLife® Program

Welcome, Jesse (1.0)

Need Help? Call or Chat a coach

Home Quitting Plan Practices Progress Community

My Profile Log Off

The 4 Practices

Using evidence-based principles the 4 Practices are essential to Quit for Life.

Quit at Your Own Pace
Learn how setting a quit date is the first step of a successful quit plan.
[Start Now >](#)

Use Medicines so they Really Work
Understand the role medications can play in a successful quit.
[Start Now >](#)

Conquer Your Urges to Smoke
Learning to cope with urges to smoke before you quit will make your quit easier and more successful.
[Start Now >](#)

Not Just Quit, Become a Non-Smoker
Learn the keys to preventing relapse.
[Start Now >](#)

Introduction to the Practices
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fringilla mauris ac diam faucibus vel placerat tortor.
[View all practices >](#)

Help Center Site Map Terms of Use Privacy Policy

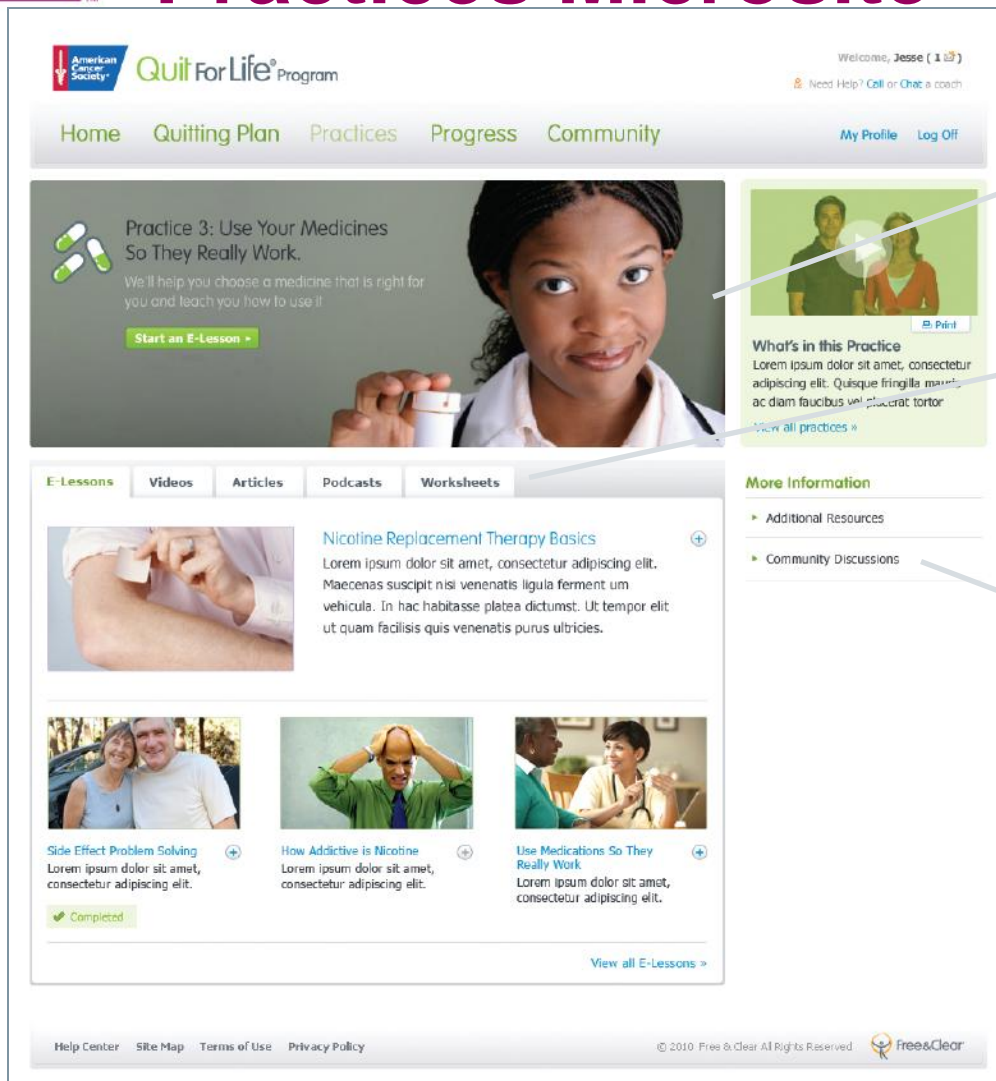
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Free & Clear

All online content is organized by the “The 4 Essential Practices to Quit For Life” and contained within a “microsite”. Participants may begin at the Practices page to explore content on their own before or in place of building a Quitting Plan.

Short, helpful videos introduce new concepts to participants throughout the site.

Practices Microsite

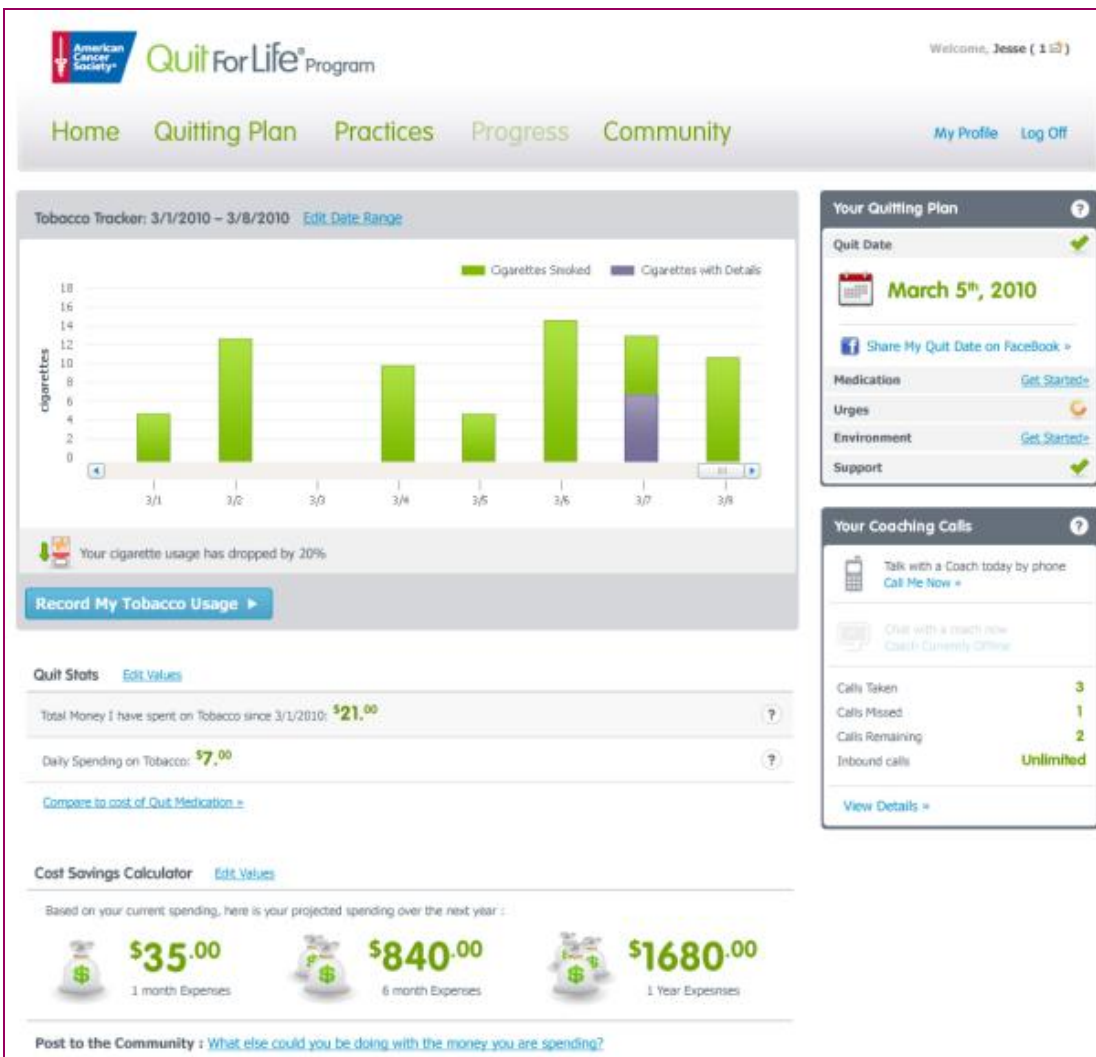


Each Practice has its own “landing page” where the Practice is introduced and new content is highlighted.

Content is organized into multiple categories to appeal to different learning styles. Includes e-lessons, videos, articles, podcasts and worksheets.

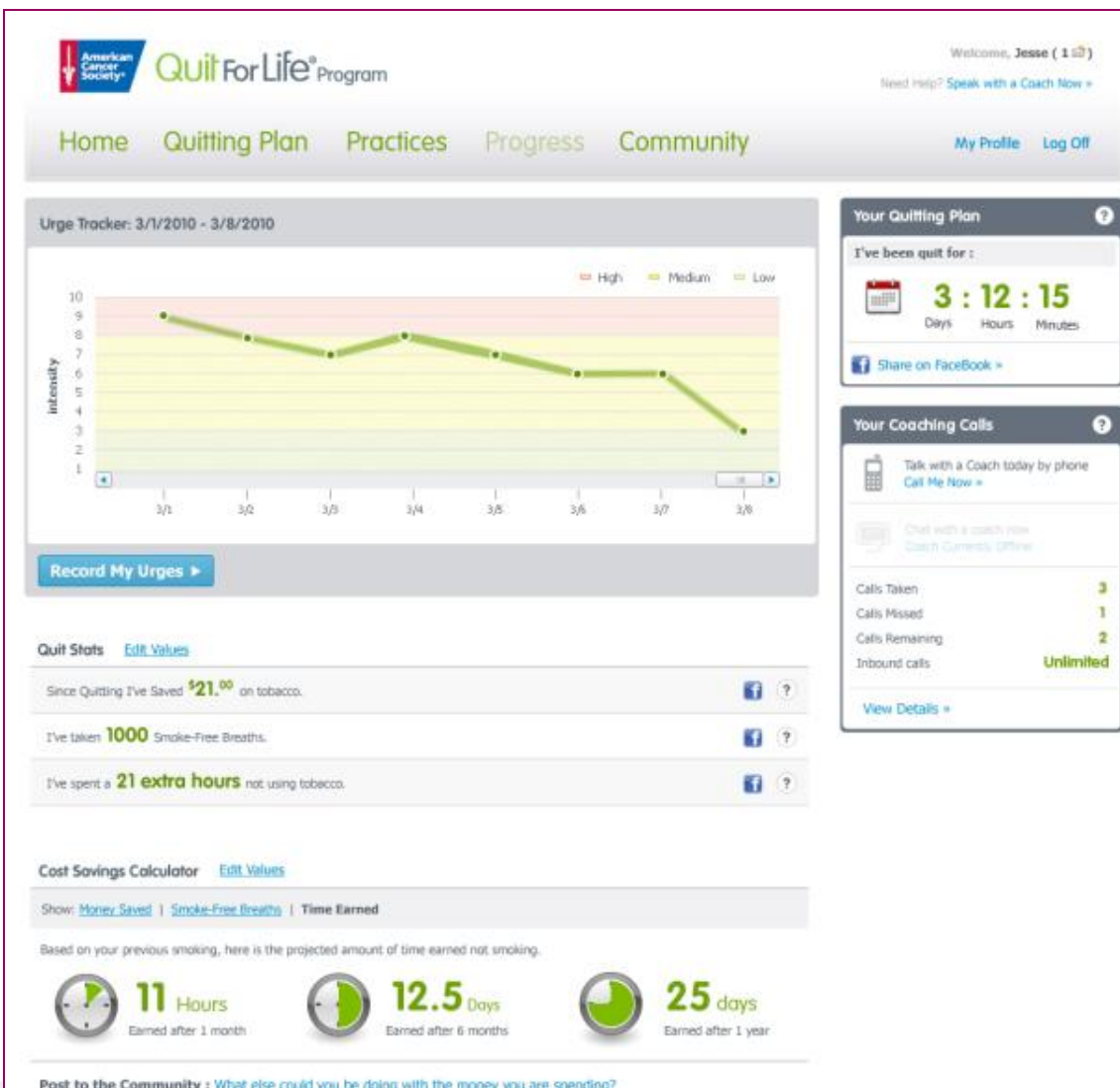
Additional information such as relevant 3rd party links and community discussion threads may be displayed here.

Pre-Quit Trackers



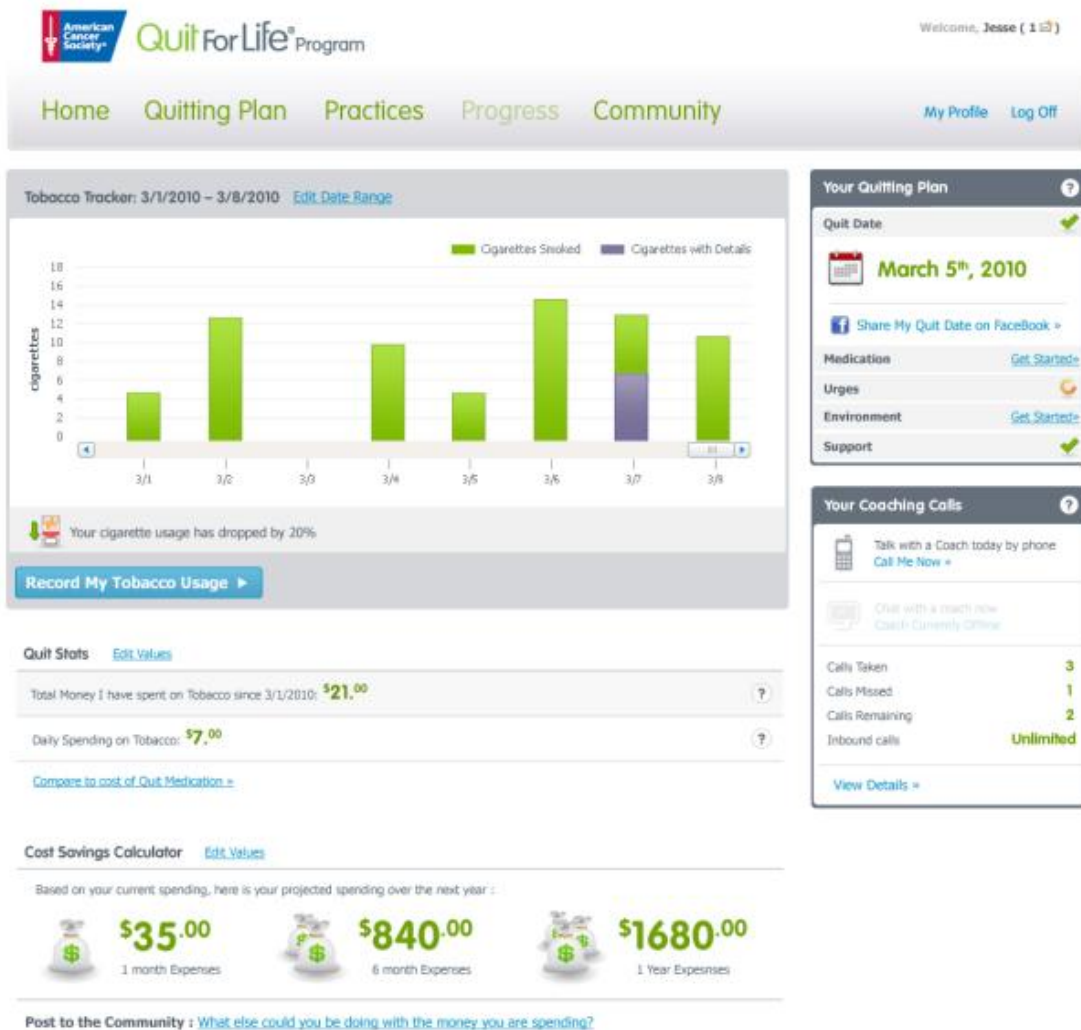
- **Spending Calculator:** Shows how much a participant is spending on tobacco and compares it to the cost of medication.
- **Tobacco Usage Tracker:** Allows a participant to track when and where they smoke to identify patterns and triggers.
- **Quitting Plan Tracker:** Shows progress building the participant's Quitting Plan
- **Call Tracker:** Shows how many calls a participant has taken, missed, and has remaining. Participants can initiate a call to a Quit Coach from this tracker.

Post-Quit Trackers



- **Quit Tracker:** Shows how long a participant has been tobacco free.
- **Urge Tracker:** Tracks daily urge strength, and gives coping skill that a participant can use to cope immediately
- **Savings Tracker:** Shows how much money the participant has saved, how much time has been added back to their daily life, and how many tobacco free breaths they've take since quitting.
- **Call Tracker:** Shows how many calls a participant has taken, missed, and has remaining. Participants can initiate a call to a Quit Coach from this tracker.

Progress Page



Your Quitting Plan

Quit Date: **March 5th, 2010**

[Share My Quit Date on Facebook](#)

Medication: [Get Started](#)

Urges: [Get Started](#)

Environment: [Get Started](#)

Support: [Get Started](#)

Your Coaching Calls

Talk with a Coach today by phone: [Call Me Now](#)

Chat with a coach now: [Coach Currently Offline](#)

Calls Taken	3
Calls Missed	1
Calls Remaining	2
Inbound calls	Unlimited

[View Details](#)

PRE-QUIT TRACKERS:

- Spending Calculator:** Shows how much a participant is spending on tobacco and compares it to the cost of medication.
- Tobacco Usage Tracker:** Allows a participant to track when and where they smoke to identify patterns and triggers.
- Quitting Plan Tracker:** Shows progress building the participant's Quitting Plan
- Call Tracker:** Shows how many calls a participant has taken, missed, and has remaining. Participants can initiate a call to a Quit Coach from this tracker.

POST-QUIT TRACKERS:

- Quit Tracker:** Shows how long a participant has been tobacco free.
- Urge Tracker:** Tracks daily urge strength, and gives coping skills that a participant can use to cope immediately
- Savings Tracker:** Shows money and health savings to motivate participant after quitting

Community Support

The screenshot shows the 'Quilt For Life' Program website. At the top, there's a navigation bar with links: Home, Quitting Plan, Practices, Progress, and Community. The 'Community' link is highlighted. Below this, there's a sub-navigation bar with 'My Community', 'Forums', 'Blogs', and 'Groups'. The 'My Community' section is active, showing a list of community activity. The activity is organized by date, with 'Today' and 'Tuesday' sections. Each entry includes a user profile picture, a brief description of the activity, and a timestamp. For example, 'Administrator replied to test post in Why do I feel pressured to eat?' is listed under 'Today'. On the right side of the page, there's a 'News' section with a post by 'Dr. Lovejoy's Blog' and a 'Friends' section listing 'Alberto' and 'Corado'.

A robust, monitored community area where participants can seek social support from other participants and Quit Coaches

- Discussion forums
- Expert blogs
- Groups for participants with shared interests and characteristics
- Profile page to allow information such as Quit Date, Quit Status, Location, etc. to be made public within the community if desired

Coach Support

Web Coach 2.0 will provide live chat functionality and email-based support for all participants who have specific questions for Quit Coaches. Examples of communications that may be handled via email and live chat include:

- Questions about benefit coverage
- Help dealing with an upcoming risky situation
- Questions about possible NRT side effects
- Questions on how to deal with pressure to smoke from friends